HEINEKEN to Continue SIBA Scheme for Punch Licensees

Wednesday 15 February, 2017

HEINEKEN is pleased to confirm that, in the event of our bid to purchase 1900 pubs from Punch Taverns being successful, we intend to work with SIBA (Society of Independent Brewers) to ensure that tenants continue to have access to a wide range of quality beers from small, independent breweries.

Lawson Mountstevens, Managing Director of Star Pubs & Bars said: “We are aware that some Punch tenants are concerned that we will force them to purchase only HEINEKEN brands. We want to confirm that is not the case. Our commitment to work with SIBA should give tenants confidence. As we have consistently said, we will start with what is right for each of the pubs joining us and we will work together with licensees to ensure they have the right drinks on offer to suit the specific needs of each pub.”

We have a shared interest in working constructively with licensees to grow our businesses together, and we have no intention of imposing blanket conditions on them which are detrimental to that shared aim. Punch's publicans' leases will continue as before, and they will benefit from the ability to stock drinks from a wide range of drinks suppliers, together with the rights afforded to them by the Pubs Code Regulations.

Alongside our strong portfolio of leading brands, we also offer a wide range of non-HEINEKEN brands to our existing Star Pubs & Bars licensees, and we think that is important. We already provide an important route to market for a significant number of independent and regional brewers to sell their beer in our existing pubs.

Following completion of the deal we look forward to working with SIBA to ensure the continued success of the partnership.

ENDS

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